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HBJ A Harcourt Brace Jovanovich Publication

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Volume 7, Number 10

OCTOBER 1983

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

Growing list

PLCAA exhibitors

Here is a list of companies and organizations which have contracted with the Professional Lawn Care Association of America for booths at its annual convention and trade show in Indianapolis Nov. 8-10. At presstime, the PLCAA was still taking applications for additional booth sponsors.

Agro-K Corp.
Americalist
American Lawn Applicator
Aquatrols Pelletizing Corp.
Aquatrols Corp. of America
Balcom Special Products/Clean
Crop Special Products Group
BFC Chemicals
Bunton Company
B&W Sales & Marketing
Bulkem Corp.
CADO Computer Systems of
Cincinnati
Ciba-Geigy Corp.
Clifford B. Hannay & Son
Computer Resources Inc.
C.P. Chemical Co.
Creative Sales
Cushman-Ryan/OMC Lincoln
Dedoes Industries Inc.
Desco Chemical Inc.
Dice Decal Corp.
Dow Chemical U.S.A.
DuPont Co.
E.F. Burlingham & Sons
Encap Products Co.
Estech Inc.
E-Z Rake Inc.
Gardner, Inc.
Great Western Seed Co.
Grounds Maintenance
Hawkeye Chemical Co.
H.D. Hudson Manufacturing
HDN Book Sales
Howard Johnson's Enterprises
International Seeds Inc.
Knox Fertilizer & Chemical Co.
Lakeshore Equipment & Supply Co.
LAWN CARE INDUSTRY
Lawn Masters Inc.
"Lebanon" Professional Lawn
Liqui-Lawn/Great Plains
Associates
Mallinckrodt, Inc.
Metromail Corp.
Mobay Chemical Corp.
Monsanto Co.
Nice N'Green Plant Foods Inc.
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PLCAA show

Goin' 'home' to Indiana

After last year's successful gathering in Indianapolis, the Professional Lawn Care Association of America (PLCAA) is looking forward to another exciting conference and trade show Nov. 8-10 at the Indiana Convention Exposition Center in Indianapolis. Headquarters hotel is the Hyatt Regency.

The keynote speaker for the fourth annual convention will be Jack Van Fossen of the Chem-Lawn Corp., who will discuss the past, present and future of the lawn care industry. After 10 years with a company that saw its gross receipts increase from \$15 to \$184 million per year, Van Fossen's comments on human relations and personnel practices in the green industry should contain many useful tips.

'Early Bird'

The conference itself will unofficially open Monday, Nov. 7 with the "Early Bird" reception and registration between 6 and 8 p.m. at the Hyatt Regency. By stopping at the Early Bird, professionals get a chance to meet other members in the industry and share ideas on the state of the business.

After PLCAA President Don Burton's official opening ceremonies Tuesday at 1 p.m., pesticide experts Ray Russell of Dow Chemical and Attorney Ian Oppenheim of Massachusetts will discuss government regulation of will discuss government regulation of environmental chemicals.

Two management workshops

to page 33



Why return?

Professionals look for helpful hints

Year in and year out, the Professional Lawn Care Association of America's annual convention and trade show grows by leaps and bounds. Why? Because there are always new faces, and because the people who have previously attended are usually back.

This year's show—the fourth of its kind—appears to be no exception, according to a straw poll conducted by LAWN CARE INDUSTRY recently. All six lawn care businessmen who had attended last year's show said that they were returning to Indianapolis next month.

Typical was the response of Jeff

Gardner of Mister Lawn Care, Grand Island, N.Y.

"I enjoy the contacts with people most of all," he related.

"When I started, I was little. But I wanted to get bigger, so I went and rubbed elbows with the bigger guys and learned a lot."

Gardner hopes the luck which accompanied him to Indianapolis last year returns this year. He won the \$1,000 first prize in LCI's annual Long Green Sweepstakes.

"You never know about sweepstakes: I might get lucky again," Gardner said. "Last year, the trip didn't cost me a cent."

Bob Farley of Four Seasons

to page 13

Next month:

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PROF
MICHIGAN STATE UNIV
CROP / SOIL SCL
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Make sure your lawn care jobs don't come back to haunt you.

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UPFRONT

LAWN CARE INDUSTRY

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KEVIN COONEY,
Assistant Editor

ROBERT EARLEY,
Group Publisher

JOAN HOLMES,
Production Manager

MARILYN MacDONALD,
Production Supervisor

MARIO ROSSETTI,
Graphic Design

JOAN SMITH,
Circulation Supervisor

GAIL KESSLER,
Reader Service Manager

LINDA WINICK,
Promotion Manager

MARKETING/SALES

Midwest Office:

JOE KOSEMPA,
Regional Sales Manager

ROBERT EARLEY
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Cleveland, OH 44130

Southern Office:

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LAWN CARE INDUSTRY, P.O. Box 6200,
Duluth, Minnesota 55806-9900.

Very pleased to meet'cha

LAWN CARE INDUSTRY is happy to announce the addition of a "new" face and the promotion of an "old" one.

Kevin Cooney joins the magazine as assistant editor, and Ron Kempner has been bumped up to national sales manager.

Though many of you will be meeting Kevin and many of you have met Ron, let's take a few seconds to formally introduce them:

A native of Hasbrouck Heights, N.J., Cooney is a graduate of Colorado State University, Fort Collins. Before joining Harcourt Brace Jovanovich Publications, Cooney covered county government and political affairs for the Northwest Colorado Daily Press and was editor of the Craig-Empire Courier newspaper in Craig, Col.

Optimistic

"I'm looking forward to meeting lawn care businessmen and learning about the special challenges and problems in their industry," the new staff member says.

In addition to his duties at LAWN CARE INDUSTRY, Cooney will also serve as assistant editor for two other HBJ publications, PEST CONTROL and WEEDS TREES & TURF.



Roche



Cooney



Kempner

Kevin is especially looking forward to seeing you all at the Professional Lawn Care Association of America convention and trade show next month in Indianapolis. It promises to be an extremely hectic week for him, since he will be spending the two days immediately prior to the PLCAA show covering the national pest control operators' show in Washington, D.C.

Ron, meanwhile, has been with HBJ Publications since 1979. He takes over for Jim Brooks, who recently departed to become PLCAA executive director. Ron, who Group Publisher Bob Earley also appointed national sales manager for WEEDS, TREES &

TURF magazine, hopes to join the LCI crew in Indianapolis.

Though personnel continue to turn over, new people aren't drafted for the LCI team until they've agreed to dedicate themselves to turning out the best possible product. We'd like to think that we're continuing the great tradition begun by our competent predecessors.

Jerry Roche

MY SIDE

PLCAA is worth seeing

The Professional Lawn Care Association of America convention is the highlight of the year for its members and associates, a place where hundreds of thousands of dollars worth of industry-related equipment and supplies are displayed mixed with some of the industry's most successful people.

There are many tangible and obvious reasons for attendance at the annual convention. What can I say that is not redundant?

Listen!

As we proceed through life, emulative of those around us who are successful, we learn to listen.

With open eyes and ears, we listen for needs that must be met, for solutions to problems even before they become problems. We listen to and for ideas. We listen to sad and broken lives so that we may avoid the same pitfalls. We listen to the so-called motivators, those who claim complete self-control, and to those quite opposite who are willing to expose to an extent the human factors within themselves. We listen to the listeners so we can pick up what they are sensitive to.



Paul Hairston

One force that propels me to attend the PLCAA convention each year is the deepening of perception brought about by listening.

During a coffee break at the 1980 PLCAA convention, I was explaining to a fellow businessman the stresses associated with losing customers for whom we

had exhausted all resources. His reply was: "Perhaps you take the whole thing too seriously. You must look at your business from the perspective that it is a vehicle to take you somewhere." My first impulse, of course, was anger mingled with contempt.

Keep thinking

However, the thought process had been initiated, and I listened for its reply. The man seemed to know nothing of stress, I thought. Faith without works is dead, I thought. Not faith without stress—faith without works!

Another quick example:

Once, in my younger days, I recorded some chirping crickets on a bridge over a narrow river at 1 a.m. Months later, I replayed the tape that took me back to that quiet moonlit setting. Moral of the story: attend the PLCAA convention. Purchase the taped talks to keep on file for years to come.

Become one that others will emulate.

Paul R. Hairston
VitaLawn
Louisville, KY

SDS Biotech open; venture finalized

SDS Biotech Corp. is the name of the worldwide agricultural chemical marketing company formed by a joint venture of Diamond Shamrock and Showa Denko, a Japanese pharmaceutical concern.

Chief executive officers of both firms have signed the papers forming the new corporation, whose world headquarters will be located in Painesville, Ohio.

Diamond Shamrock will bring its worldwide agricultural chemicals business, animal health business and research facilities to the venture while Showa Denko will contribute technical and marketing resources and an unspecified amount of cash.

Beltsville field day draws large crowd

Nearly 100 lawn care professionals and golf course superintendents observed 25 turf experiments in drought conditions at the USDA's Agriculture Research Center in Beltsville Md. this summer.

Research Agronomist Jack Murray hosted the daylong tour. He discussed his agency's latest efforts to contribute to the industry's knowledge of disease resistance, new seed blends and appropriate mowing and fertilization techniques.

Some experiments displayed during the tour included: effects of thatch control and mowing height treatments on zoysia grasses, evaluations of composted sludge fertilizers, effects of fertilizer rates on diseases of perennial ryegrass, tests on Kentucky bluegrass, bermudagrass and perennial ryegrass selections and varieties.

As the Maryland-Virginia region had not received significant rainfall for a month before the 1983 Turfgrass Research Day, most of the plots were in a dormant state when observed by the attendees.

Dow sells Vertac 2, 4-D labels

Rather than continue marketing what it deems to be a commodity herbicide, Dow Chemical has sold most of its 2,4-D herbicide trademarks to Vertac, including Formula 40 weed killer, Esteron weed and brush killer, DMA herbicide and 99 herbicide.

The firm will continue to manufacture the chemical and supply it to distributors. "We are not reducing our capacity to produce 2,4-D," said A. Charles Fischer, herbicide business manager for Dow Chemical's domestic agriculture department. "We have decided not to take it all the way to

Representatives of Diamond Shamrock and Showa Denko gather at a press conference to announce their joint venture into the agricultural chemical business, SDS Biotech. Left to right are: Allan J. Tomlinson Jr., SDS chairman, president and CEO; Haruo Suzuki, Showa Denko chairman; and William H. Bricker, chairman and CEO of Diamond Shamrock.

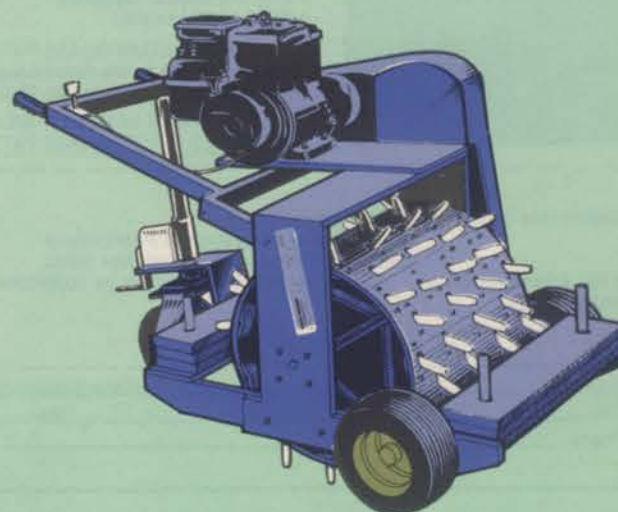


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the distributor."

Company spokesmen have said that marketing the trademark products was too demanding for what the firm deems to be a commodity.

Feds fault state tests

Chemical applicators in Illinois and Montana, as well as lawn care technicians in other states, are not receiving adequate training to prevent pesticide misuse.

That's the conclusion reached by federal General Accounting Office officials after they examined state applicator exams in Illinois and Montana. They found that the certification exams in

those states do not meet federal standards, "and as a result do not provide assurance of an individual's competency."

In a report submitted to Environmental Protection Agency Administrator William Ruckelshaus, GAO investigators said EPA's Compliance Monitoring Branch indicated that "the conditions in Illinois and Minnesota exist in other states" as well.

AAN moves into new headquarters

After 45 years in the same location, the American Association of Nurserymen has moved to Washington, D.C.

The new AAN headquarters is located at 1250 Eye Street, Northwest, Suite 500, Washington, D.C., 20005. AAN's telephone number has also been changed to (202)789-2900.

Plant extracts kill insects

Compounds extracted from seeds at a USDA research laboratory in Peoria, Ill., have been found to kill insects and may someday be used to develop a new insecticide.

Materials taken from a plant grown in India, *Diploclisia*, were fed to European corn borer larvae, which died after eating the extracts. Roger Miller of the USDA said he and three other sci-

entists isolated three compounds that regulate changes in development from larvae to adult. The overdoses of those compounds upset development and killed the larvae.

To date, USDA scientists have found more than 10 potential pest control agents or inhibitors in 1200 to 1300 plant seed analyses.

CLCA slates its annual convention

The 1983 California Landscape Contractors Association convention will be held Nov. 10-13 at Hyatt Lake Tahoe (Nev.).

Members will be notified as prices and times are finalized. For more information, contact convention chairman Nelson Corvin at (213) 999-2041 or CLCA headquarters at (916) 448-CLCA.

ALCA conference set for Nov. 13-15

The Landscape Management Division of the Associated Landscape Contractors of America will hold a management conference in Denver Nov. 13-15.

Highlighting the conference, which will be held at the Denver Marriott Southeast, will be an all-day presentation by the Fails Management Institute on management trends and structured selling.

For more information, contact ALCA headquarters at (703) 821-8611.

Officers elected at Law Institute

Norman Rothwell, N.M. Rothwell Seeds, Lindsay, Ontario, was elected to a third term as president of the Lawn Institute at its annual meeting in San Francisco this summer.

Executive committee members elected are vice-president Robert Peterson, secretary-treasurer Robert Russell; Doyle Jacklin, Howard Schuler and Harry Stalford.

Spring-Green into three new markets

Spring-Green Lawn Care Corp., Naperville, Ill., has recently granted franchises in three additional Midwest markets, bringing its total to 56.

Handling the Rochester, Minn. franchise is George Ibach. Alan Schmitz is the owner of the Waterloo, Ia. franchise while Joe Hanley's franchise serves the Charleston-Mattoon-Effingham, Ill., market.

Holland firm buys half of I.S.I.

Van Engelen Beheer of Vlijmen, Holland, has acquired 50 percent of International Seeds Inc.

ISI President J.L. Carnes said the acquisition will allow his firm

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KEYNOTE ADDRESS

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PAST, PRESENT, AND FUTURE
JACK VON FOSSEN, President,
Chemlawn Corp.



EARLY BIRD REGISTRATION AND RECEPTION

Make plans to arrive Monday,
November 7th, and take advantage
of the Early Bird Registration and
Reception Theme Party (6:30 PM to
8:30 PM). Pick up your badge and
convention packet and be ready
to go Tuesday morning when the
Show opens.

THE TRADE SHOW

The Indiana Convention—Trade
Center plays host to a super display
of lawn care equipment, suppliers,
and manufactures. See the latest that
the industry has to offer, and enjoy
the unique "Specials" that several
exhibitors are offering this year.

WORKSHOPS

A panel of green industry experts
has been assembled to conduct shirt-
sleeve workshops focused on
management techniques that boost
the bottom line:

BETTER MANAGEMENT FOR
SINGLE BRANCH OPERATIONS.

BETTER MANAGEMENT FOR
MULTIPLE BRANCH
OPERATIONS.

SEMINARS

Here is a partial list of this year's
exciting lineup of speakers and topics:

GOVERNMENT REGULATIONS:
A CLEAR AND PRESENT /
DANGER

RAY RUSSELL, Director, Govern-
ment Relations, Dow Chemical Co.

ORGANIZING AT THE LOCAL
LEVEL: OUR MOST URGENT
NEED

IAN OPPENHEIM, Executive Director,
Rational Approach to Pesticides, Inc.

NEW AGRONOMIC ISSUES FOR
THE LAWN CARE INDUSTRY

JOE VARGAS, Michigan State; JACK
HALL, VPI; CHUCK DARRAH,
Chemlawn Corp.

NEW IDEAS IN EQUIPMENT
FOR THE LAWN CARE INDUSTRY

...A review by industry representatives

CUSTOMERS, COMPLAINTS
AND CANCELLATIONS

YOUR CUSTOMERS AND HOW
THEY PERCEIVE YOU:
RESULTS OF A RECENT
MARKETING STUDY

CAROL SCOTT, The Barickman
Company

COMPLAINTS: FROM
WHENCE THEY COME

ALLAN DUEY, President,
Jay-Lan, Inc.

SAVING THE CANCELLATION:
A FEW SUGGESTIONS

John Kenney, President, Turf Doctor

THE NEGATIVE OPTION
TIME BOMB

L. D. ANDERSON, President,
Fertilawn, Inc.; J. MARTIN
ERBAUGH, President, Lawnmark/
Div. Erbaugh Corp.

THE IMPORTANCE OF
RESEARCH AND ITS
APPLICATION TO KEEP YOUR
COMPANY GROWING

AL TURGEON, Vice President,
Research, Tru-Green Corp.

STAYING LIT WITHOUT
GETTING TORCHED: STRESS
MANAGEMENT

TOM JADIN, Director, Winnebago
Mental Health Institute

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Ladies Program:	\$ 10.00	\$ 10.00 (Wed., Nov. 9)

One Day Registration: Members—\$30.00 Non-Member—\$45.00

*Advance Registrations accompanied by a PLCAA Membership Application and dues
payment may register all representatives as members if received by October 24, 1983

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NOTE: (1) Any cancellation MUST BE in writing. \$10 non-refundable. No refund
given after November 1, 1983. (2) Advance registrations will not be acknowledged
after October 24, 1983. (3) Hotel reservation cards must be sent directly to the
Hyatt or Hilton (overflow). Reservations with the Hyatt MUST be received by
October 13, 1983.

to "further its aggressive program of developing and marketing new and improved forage and turf seeds as well as expand its research activities in cooperation with Van Engelen and Cebco-Handelsraad."

Van Engelen, one of the oldest European marketers and breeders of turf and forage grass varieties, joined the Cebco-Handelsraad group in Rotterdam in 1975.

PIK to hit Fertilizer sales

Fertilizer retail members of the Fertilizer Solutions Association expect a 25.03 percent decrease in their dollar volume during the 1983 crop year as result of the federal Payment-in-Kind program.

That forecast was contained in a national dealer poll conducted last spring, which also predicts a 22 percent drop in fertilizer tonnage. That translates into nearly \$2 billion in sales.

However, the U.S. Dept. of Agriculture predicts a smaller drop, estimating that fertilizer sales will decrease by about \$1.1 billion from farmers' participation in PIK.

Sprinklers move to Century

The underground sprinkler turf supply division of the Sprinkler Irrigation Supply Co. has been

transferred to the Century Supply Corp.

The new wholesale underground sprinkler supply division will continue as "Sisco Turf" in Royal Oak, Mich.

New plant opens in North Carolina

Jacobsen has opened a new manufacturing plant in Charlotte, N.C., where all of the firm's rotary mowers will be assembled by year's end.

Jacobsen President John R. Dwyer Jr., said the new plant will manufacture two Jacobsen sweeper lines, models 154 and 720 series, as well as the company's new Turfcut II rotary-type riding mowers.

Dwyer said the new plant was opened to accommodate market demand, reduce subcontracting and improve production and inventory control.

New info source for Ohioans

A new turf pest information service for golf course and lawn care professionals is being offered by Ohio State University. "Turfline" is a cooperative effort of several university departments to provide weekly updates on statewide pest problems.

To contact Turfline, call (614) 422-6397 between 8 a.m. and 4:30 p.m. EST weekdays.

Roto-Hoe acquires Trans-America

The Roto-Hoe Co., a long-time manufacturer of lawn and garden equipment, has acquired the Trans-America Power Equipment Co., a spraying equipment manufacturer.

With the addition of Trans-America, to be known as the Sprayer Division, Roto-Hoe will be able to expand its product line including commercial sprayers and small garden tillers through its network of nearly 2,000 dealers and distributors.

Toro stays put; OPUS lease ended

After electing to retain their headquarters facility in Bloomington, Minn., the Toro Co. succeeded in negotiating a lease termination agreement with the OPUS Corp. for 100,000 square feet of office space the company had originally planned to use in Minnetonka, Minn.

The space, originally designated as Toro's headquarters, was never occupied since it was completed in 1982.

Ad leaders honored with AAN awards

Clarence Davids and Sons, Inc., of Blue Island Ill., was one of 20 nursery and landscape firms hon-


ored by the American Association of Nurserymen for their outstanding advertising efforts.

The award was issued for Davids' sales brochure which promotes their maintenance, design/building and lawn care services. The firm specializes in landscape maintenance and design/installation for apartments, condominiums, commercial and industrial sites.

Two firms join Lambert

Brinley-Harding Distributing and the Stover-Winsted Co. will market Lambert's heavy-duty lawn care equipment for large residential and industrial users, the company announced recently.

Brinley-Hardy will cover Kentucky, Tennessee, Illinois and eastern Missouri while Stover-Winsted will market the products in Indiana, Ohio and Michigan.

Lambert's products include heavy-duty push and trailer lawnsweepers, trailering lawn-vac attachments, walk-behind lawn vac and a lawn thatcher. 



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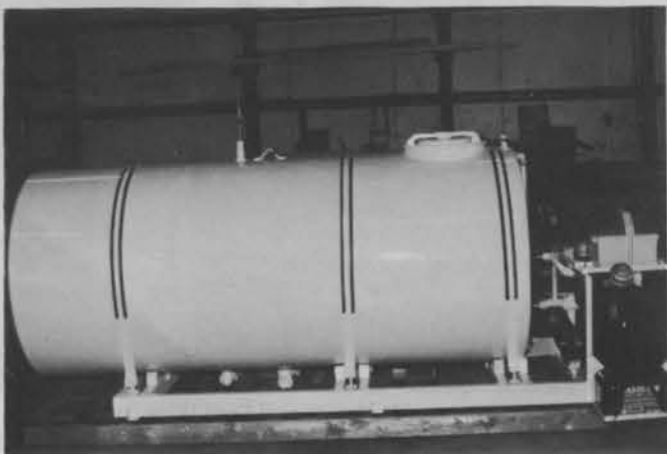
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12. Chemical inductor
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Seed report

Rain decimates 1983 harvest

While unusually hot weather in the Midwest was killing more than 200 people and a lot of home lawns this summer, weather in the Pacific Northwest was creating some more bad news for the lawn care industry.

The worst stretch of precipitation in Oregon's history destroyed nearly one-third of the turfgrass seed harvest. And Oregon supplies the country with more than two-thirds of all its turfgrass seed.

"Seed Country" experts, polled this summer shortly after the sun finally found some holes in the clouds, said growers lost up to 60 percent of their crops, depending on where their farms were located and what kind of turfgrasses they were growing. Average loss was estimated at 30 percent.

"The rain we've had this summer is the worst I've seen," noted Hugh Hickerson, Linn County (Ore.) extension agent. "We are



"Torch" truck lights up a grass field for annual burning.

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Why take chances? There's a new tall fescue whose superior turf quality, disease resistance and dark green color make it a breed apart from the others.

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going to have some problems getting our fields burned."

An overabundance of rain after harvests had been swathed forced growers to wait longer to begin the combining process. (If combining is attempted before "windrows" are dry, too many seedheads are lost.) And field burnings—which purge fields of unusable hay and unwanted leftover seed—were also less successful.

Dave Nelson is director of the Oregon Seed Council, which is situated in the heart of the Willamette Valley, prime Oregon seed-growing country. His office, which staffs a full-time meteorologist, acts as a communications center for growers awaiting proper burning weather.

"We've had at least a 30 percent loss on a valley-wide average. The fine fescue crop is off 50 percent,

and it may be impossible to get good burns on tall fescue fields," Nelson said. "It's going to be a bad harvest, and there are going to be a bunch of growers who won't be here next year without some federal aid."

"Typically, the grass seed crop's value is \$80-100 million a year."

The "economic impact on the state" will approach \$300 million, Nelson also said.

So there may be higher price tags on some varieties next spring. And the poor harvest could affect the seed market well into 1985.

"The quality of seed this year is a problem," said Mike Robinson of Seed Research, Inc. "Quality will also be a problem next year, because of germination, weeds, and the inability to have a good burn this fall." ■



Bruce Shank, Bob Earley, Jerry Roche of HBJ staff and Kent Wiley of Pickseed West watch as extension agent Hugh Hickerson (right) examines a grass field.

Tall fescues may be market's future

The future of the lawn seed business is in turf-type tall fescue.

Don't believe it? Just ask almost anyone associated with the business of growing turfgrass seed.

"Turf-type tall fescue will replace K-31 first, and then Kentucky bluegrass," says George Burlingham of Burlingham & Sons, Forest Grove, Ore.

'Enormous potential'

"The tall fescue market is 150 million pounds per year, and 80 percent of that is lawn seed. The potential is enormous," Burlingham went on to say that turf-type tall fescue requires about one-fourth the nitrogen fertilization as bluegrass.

RETURNEES

from page 1

Bob Farley of Four Seasons Lawn Care, Bowling Green, Ky. looks at the PLCAA convention somewhat like Gardner does.

"I like the fact that I can keep updated and can talk to other people in the industry," Farley said. "And it also makes a nice little two-day vacation."

To some, the trade show is more important—like Phil Fred of

Bob Peterson, also of Burlingham & Sons, agrees with his boss.

"As a turf variety, turf-type tall fescue has a lot of potential. Our research is focusing on the residential marketing of turf-type tall fescue in the future. But we'll keep increasing our production until we figure out a way to overdo it—we always do."

Jacklin Seed Company, Post Falls, Ida., has an international reputation for producing excellent Kentucky bluegrass. Even Doyle Jacklin, the company's

president, sees the handwriting on the wall.

"Demand for Kentucky bluegrass will be down in the future," Jacklin says. "Turf-type ryegrasses and turf-type tall fescues are biting right into common Kentucky bluegrasses."

Redefining path

Thus, Jacklin is turning his company's research resources toward development of some turf-type tall fescues, Arid and Barcel in particular.

"Our major thrust is in turf-

type tall fescues, perennial ryegrasses and in improving our bluegrasses," noted Dr. Leah Brillman, the company's research director. "We had hoped to have Arid on the market this year, but we have to wait until next year."

If there is a slightly dissenting voice, it comes from Bill Rose of Turfseed, Hubbard, Ore. "Bluegrass is the best-known grass from the homeowner's standpoint. Everybody wants a bluegrass lawn. So bluegrasses aren't dead—but they are in a lot of trouble." ■

Jeff Gardner



Arite-Way Landscape Care, Mooresville, Ind.

"The first thing that comes to mind is the product show," Fred said. "I'm always looking for new products. But I also like that guy (LCI columnist and convention speaker Richard I. Lehr) who talks about labor law."

Russell McIntosh of Green Grow, Fort Wayne, Ind. agrees.

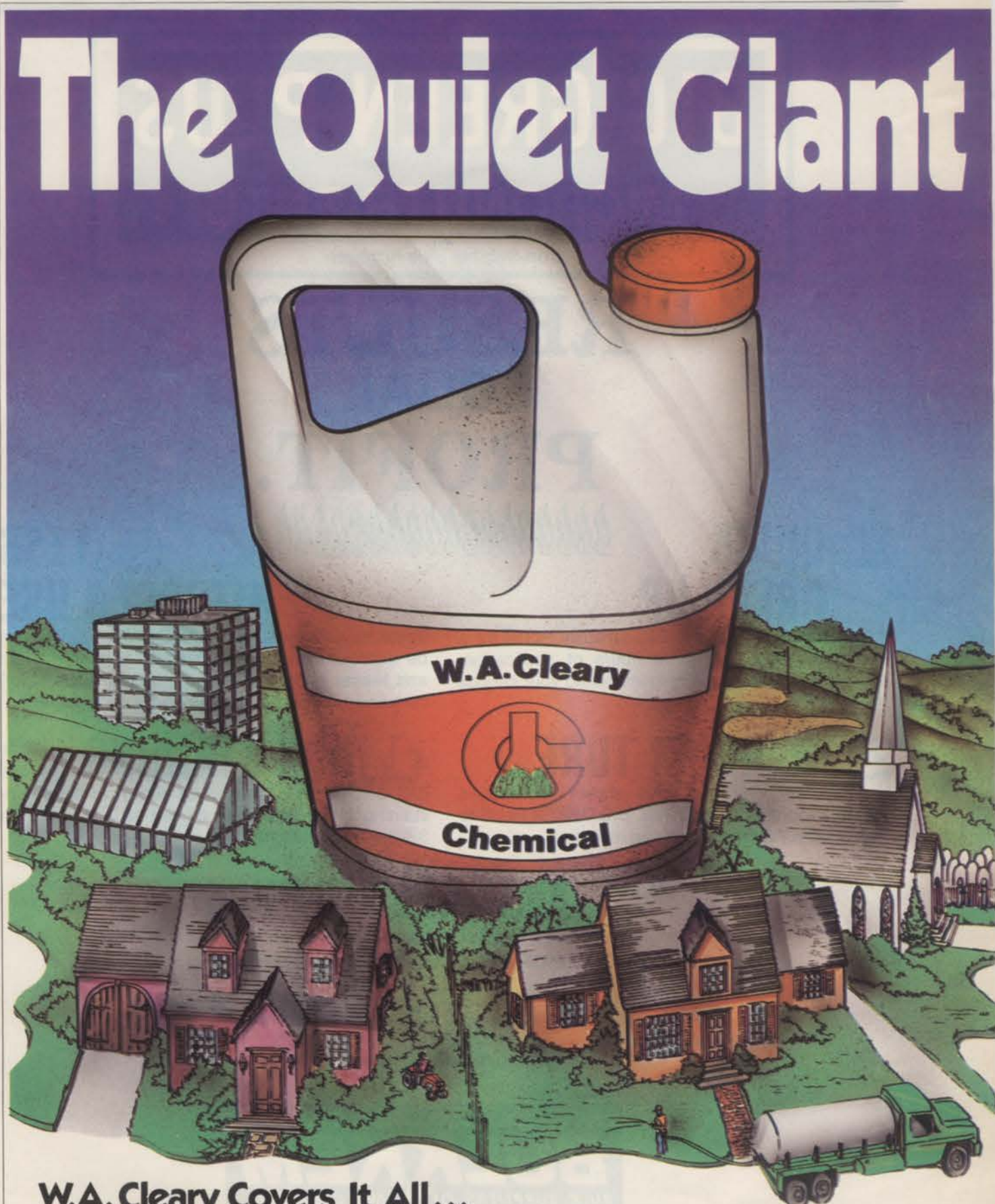
"I think they have good displays there," McIntosh added, "and I'm much more interested in seeing the equipment. I'm also in the oil business, and they don't have a show anything like this one. It's a good one."

Ernest Perushak of Mr. Green Lawn Spraying, Westland, Mich. likes the educational sessions. He notes, "I had no regular schooling in this industry, and I pick up a lot of information."

Ronald Decker of Lawn Care Associates, Eau Claire, Wisc. echoed the sentiments of everyone who was polled.

"It was a good convention last year: everything from the keynote speaker (Earl Butz) to the quality and increased number of displays.

"If I didn't think it was worth the money last year, I wouldn't be going back this year." ■



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In New England

Turf Doctor finds the right R_x

"Ever since the Pilgrims landed at Plymouth Rock, New Englanders have had a tough time growing anything at all, much less a decent lawn," says John Kenney, owner and president of Turf Doctor, Framingham, Mass.

Kenney says that acid soil, which creates an obvious fertility imbalance and fosters fungus diseases, is the biggest obstacle.

"We attempt to treat at least 15 different lawn diseases each year," Kenney says. "In fact, disease identification and control are

about as difficult as anything."

Since Kenney established Turf Doctor about five years ago, it has grown to six branch offices employing 120 people in the New England area.

Turf Doctor offers three main services: a "one-size-fits-all" maintenance program featuring four fertilizer and weed control applications per year; an optional service which usually involves a "one-shot" treatment for a specific problem; and the deluxe program, a lawn-specific contract

John Kenney (left) and brother Drew at Turf Doctor's headquarters



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service which maximizes the development and performance of the customer's turf.

"Our deluxe service offers many features not included in most lawn care maintenance contracts," says Kenney. "In addition to the usual fertilization and weed control programs provided by most companies, we do seeding and aeration, make limestone applications and treat all insect and disease problems."

The latter is the trickiest to deal with, according to operations leader Tom Yovicsin. "In different stages, disease symptoms look the same as other problems, such as insect damage," he says. "So it's difficult to diagnose a problem as a disease in the first place, and then once you've made the diagnosis, it's hard to identify which disease it is."

'Mixed bag'

Disease identification is further complicated by the "mixed bag" situation existing on most home lawns, says Drew Kenney, John's brother and vice president of operations. Though homeowners tend to have a patchwork of different turf varieties in their lawns, he says, disease problems are compounded by acid soil creating an excellent medium for disease development.

"First of all, the turf varieties often used are not the newer, improved, disease-resistant varieties we would like them to use," explains Drew. "The average lawn is usually a combination of grasses more susceptible to disease than the improved bluegrass cultivars we would recommend."

"Secondly, thatch builds up faster because the acid soil does not support bacterial organisms which generally decompose plant materials. Thatch, in turn, harbors disease spores, and when the weather warms up enough, fungus diseases begin to flourish."

Poor cultural practices used by many homeowners exacerbate the situation. Failure to remove thatch on a regular basis combined with night watering creates a dark, wet, warm environment — a perfect breeding ground for almost any fungus disease.

"And, to complicate matters even further, homeowners and many lawn care companies feed

Treating also a tricky job

lawns for peak and surge growth," John adds. "They'll apply heavy rates of nitrogen in the spring-time, making the turf overly turgid and succulent, then let the fertilizer fade out over the summer months, throwing the lawn into a stress period. Naturally, disease organisms tend to jump in when turf is suffering from stress."

And treating diseases can be just as tricky as identifying them. "You could be looking at one particular disease on one variety of grass and three or four others on the other varieties in the same

lawn," Drew explains. "That means you could be dealing with multiple organisms attacking different grasses at the same time, requiring contradictory or chemical treatments."

Turf Doctor technicians used to make several applications of different fungicides on the same lawn. "But newer materials now on the market will control several diseases at the same time," John says. "Chipco 26019 fungicide is one of the materials we've been using which does a darn good job

on most of the disease problems in the area."

About two-thirds of Yovicin's technicians used Chipco 26019 most of the time last year. The product is a wettable powder, registered at rates of 1½ to 4 ounces per 1,000 square feet.

"The technicians have a lot of confidence in Chipco 26019 because it controls a wide spectrum of fungus and lasts as long as anything we've ever used," says Yovicin. "It's worth a lot to us when we find a product like this which substantially reduces our callback rate."

With the exception of fungicide and post-emergent herbicide applications, most of Turf Doctor's treatments are granular. "We can make faster, more efficient applications with smaller equipment,"

explains John. "In addition, there's a wider variety of slow-release fertilizers available in a granular form and thus we can provide a more complete, balanced feeding throughout the whole year."

By supplementing slow-release fertilizers with limestone treatments, Turf Doctor works to correct fertility imbalances. And proper fertility and cultural practices, in turn, make the company's disease control programs more efficient.

"Contrary to popular belief, it is possible to maintain a high performance, highly aesthetic lawn despite the adverse conditions here," concludes John. "All it takes is good management, perseverance and the right chemicals and equipment." □

\$40,000

Faulring kicks off donations

You don't think there's a problem with "environ-emotionalists" lobbying for the curtailment of all pesticide applications? Think again.

One noted lawn care businessman—Jerry Faulring of Hydro Lawn, Gaithersburg, Md.—thinks the problem is of such magnitude that he has pledged a contribution of \$40,000 to the newly-formed National Environmental Foundation for Human Health (NEFHH). Faulring, the first president in the history of the Professional Lawn Care Association of America, is now that organization's chairman of governmental affairs.

"Somebody had to come forward and make a commitment," Faulring said. "I guess that I'm perceived as an individual who knows what's going on in this respect, so I've decided to kick it off."

Critical issue

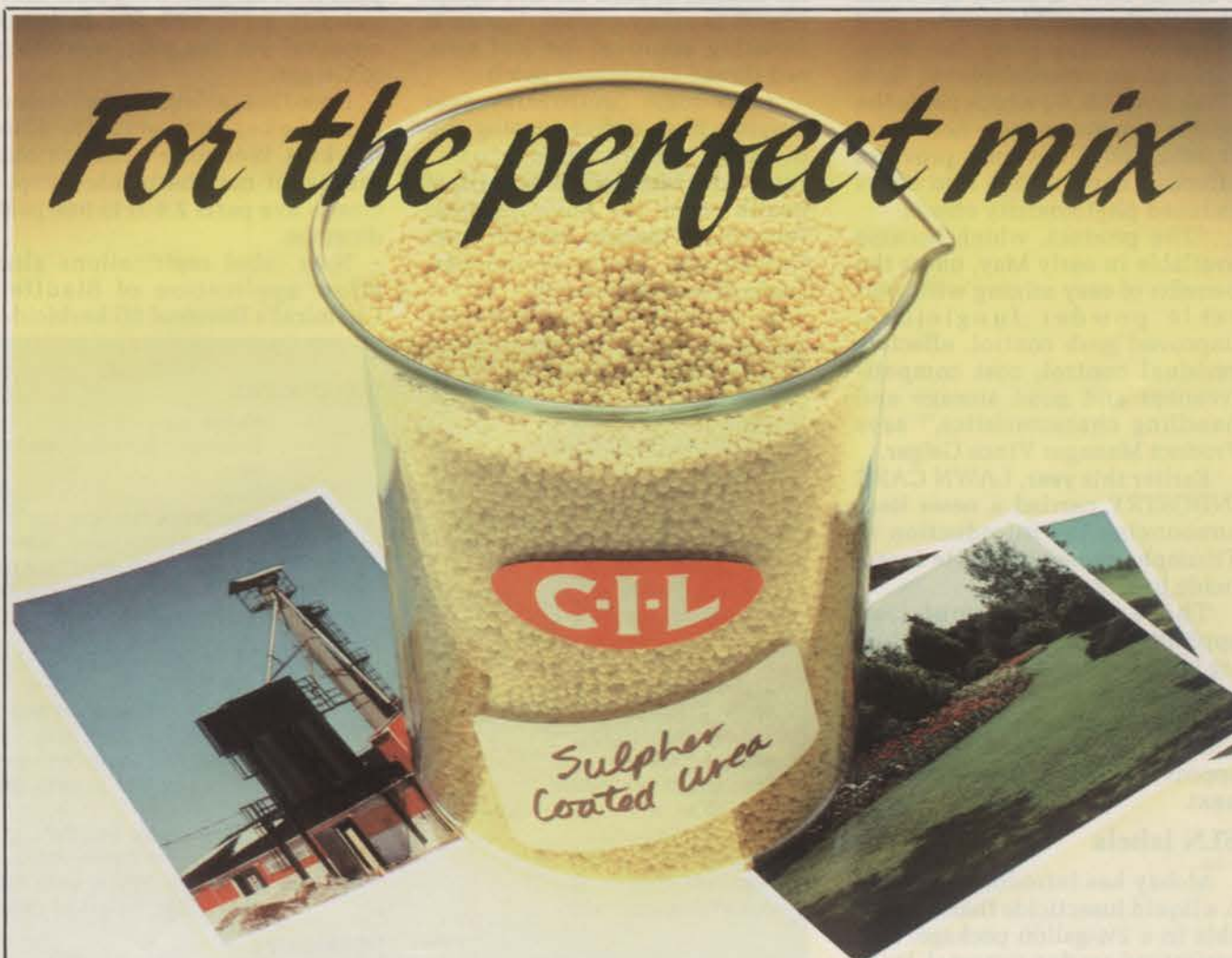
"This issue is so critical to us as a company and for the industry as a whole that I'm issuing this as a challenge."

Faulring, you might remember, wrote a two-part series for *LAWN CARE INDUSTRY* recently on the pesticide controversy and how it has the potential to take the industry by the throat and strangle it to death.

"Right now, there's a lot of talk and a lot of interest in NEFHH, but we need some action," Faulring said.

NEFHH was formed this spring when members of the PLCAA met with officials of the National Pest Control Association and the National Arborist Association.

Anyone wishing to contribute to the new organization can send their support to P.O. Box 495, Halifax, MA 02338. □



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Times a-changing for chemical companies

It has been a year of continual growth and change for agricultural and specialty chemical companies. New products have emerged and "old faithful" products, in many cases, have been granted label changes or extensions.

Newest introduction is that of Dursban 50W, a broad spectrum insecticide wettable powder used to control many pests that harm turf and ornamental plants. Dow Chemical U.S.A., which made the recent announcement, notes that Dursban 50W not only provides effective control, but also offers reduced phytotoxicity effects.

"The product, which became available in early May, offers the benefits of easy mixing with wettable powder fungicides, improved grub control, effective residual control, cost competitiveness and good storage and handling characteristics," says Product Manager Vince Geiger.

Earlier this year, LAWN CARE INDUSTRY carried a news item announcing the introduction of Triumph organophosphate insecticide by Ciba-Geigy.

The Triumph formulation applicable to the lawn care industry is 4E (emulsifiable) liquid, but two other home and garden formulations are also available. Ciba-Geigy officials expect label approval by late this year or early next.

SLN labels

Mobay has introduced Oftanol 2, a liquid insecticide that is available in a 2½-gallon package. It is registered under "special local need" in Colorado, Connecticut, Maryland, Massachusetts, Missouri, New Jersey, Nevada, North Carolina, North Dakota, Pennsylvania and Utah.

Mallinckrodt has a new insecticide on the market called Dymet, while Mobay announced during the last year that its Oftanol 5% granular formulation had received a "special local need" label for mole cricket control. Orthene, manufactured by Chevron, also received a "special local need" label for imported fire ants. And Acti-dione TGF from Upjohn has been OK'd for use on rust in grass for seed production in Oregon and Washington as a result of such labelling.

Lakeshore Equipment and Supply, in addition, has introduced a new combination insecticide-fertilizer called LESCO 24-4-12 With 1.5% Oftanol.

New fungicides on the market are Vorlan from Mallinckrodt and Banner from Ciba-Geigy. Vorlan has been approved for dollar spot and Fusarium patch. Banner is for

dollar spot, brown patch and some others, though label approval is not expected until later this year or early next year.

In addition, Ciba-Geigy's Subdue received label extension to cover downy mildew in bluegrass and St. Augustinegrass, and Apron 25W has been registered for control of seed rot and damping-off in many grasses. Vorlan is awaiting approval for leaf spot, red thread and brown patch.

After some controversy over possible birth defect-causing elements, three additional fungicides received clean "bills of health" from the Environmental Protection Agency: Benlate from DuPont and Topsin M and Cercobin M from Pennwalt.

In addition, Elanco Products

Dyclomec, a broad-spectrum herbicide, is a granular formulation of Dichlobenil. Weedone is a post-emergent compound which controls 69 species of annual and perennial weeds. PTH 123, a broad-spectrum herbicide which contains 2,4-D and triclopyr, has been granted an experimental use permit. If all goes well, Dow may submit PTH 123 for federal approval yet this year, according to Geiger.

Five-One selective herbicide from Lakeshore—which also markets Weedone—rounds out the list of new herbicides. Five-One is five parts 2,4-D to one part dicamba.

New label registrations also allow application of Stauffer Chemical's Devrinol 5G herbicide

for control of broadleaf weeds in established bentgrasses, Kentucky bluegrass, fescues, ryegrass, bermudagrass and St. Augustinegrass.

In addition, Betasan, a Stauffer Chemicals product, has been approved for use in two or more applications of up to 25 pounds per acre each year for control of crabgrass, goosegrass and poa annua. Lebanon's Green Gold Garden Weed Preventer, which contains trifluralin, was labeled for control of weeds in annual grasses; BASF-Wyandotte's Poast was introduced for annual and perennial grasses in non-food crops (basically ornamentals); and Prograss 4F from BFC Chemicals was approved for poa annua and white clover control in fairways.

Embark growth regulator, a product of 3M, had its label extended to include suppression of poa annua seedhead development on fairways.

The Upjohn Company released no new chemicals for turfgrass application, but announced that Acti-Dione TGF can now be mixed with Bayleton 25SP and Daconil 2787.

In the way of research, most successful chemical companies have on-going programs.

Pesticide Update

Brand name (producer)

Acti-dione TGF (Upjohn)
Dursban 50W (Dow)
Dymet (Mallinckrodt)
LESCO 24-4-12 w/1.5% Oftanol (Lakeshore)
Oftanol 2 (Mobay)
Oftanol 5G (Mobay)
Orthene (Chevron)
Triumph 4E (Ciba-Geigy)

Brand name (producer)

Apron 25W (Ciba-Geigy)
Banner (Ciba-Geigy)
Benlate (DuPont)
Cercobin M (Pennwalt)
LESCO 4F w/zinc (Lakeshore)
Rubigan (Elanco)
Subdue (Ciba-Geigy)
Topsin M (Pennwalt)
Vorlan (Mallinckrodt)

Brand name (producer)

Betasan (Stauffer)
Buctril (Rhone-Poulenc)
Devrinol 5G (Stauffer)

Dyclomec (PBI/Gordon)
Five-One (Lakeshore)
Green Gold (Lebanon)
Poast (BASF-Wyandotte)

Princep (Ciba-Geigy)

Prograss 4F (BFC)
PTH 123 (Dow)
Weedone DPC (Union Carbide)

Brand name (producer)

Embark (3M)

INSECTICIDES

Notes

Extension for seed-yielding grass; approval in combination new
new
insecticide-fertilizer combination
"special local need" labelling
"special local need" for mole crickets
"special local need" for fire ants
label approval pending

FUNGICIDES

Notes

extended to seed rot and damping off
label approval pending
cleared by EPA in birth defect controversy
cleared by EPA in birth defect controversy
new
50% wettable powder
extended to downy mildew in St. Augustine grass and bluegrass
cleared by EPA in birth defect controversy
dollar spot, Fusarium patch; three others pending

HERBICIDES

Notes

for crabgrass, goosegrass, poa annua
new label registration for broadleaf weeds in certain grasses
new label registration for crabgrass, goosegrass in warm-season grasses
granular formulation of Dichlobenil
2,4-D; dicamba
new label registration for weeds in annual grasses
new label registration for annual, perennial grasses in non-food crops
new label registration for annual bluegrass in warm-season grasses
new label registration for poa annua, white clover in fairways
experimental use permit
post-emergent

GROWTH REGULATORS

Notes

new label registration for poa annua seedheads on fairways

Co. introduced the fungicide Rubigan earlier this year. It is a 50% wettable powder that can control dollar spot, brown patch, Fusarium blight, striped smut and pink and grey snow mold.

From Lakeshore comes LESCO 4 Flowable with zinc.

New herbicides on the market are Dyclomec from PBI/Gordon, Weedone from Union Carbide and PTH 123 from Dow.

for control of crabgrass and goosegrass on bahia, bermudagrass, centipede, St. Augustine and fescue. The new label allows up to 80 pounds, if used in a split application. Ciba-Geigy's Princep had its label expanded to include annual bluegrass control in lawns of bermudagrass, centipedegrass, St. Augustinegrass and zoysiagrass. Buctril, a product of Rhone-Poulenc, had its label extended to con-

Monsanto, for instance, is working on an experimental turf growth regulator. "If further tests bear out early results," says Public Relations Manager W. David F.J. Crosson, "and if we are successful in gaining necessary approvals from the EPA, the regulator may be commercially available in a couple of years. But I emphasize, at present the product is still experimental." □

Women, pesticides and law

A developing area of the law, generally known as "fetal tort," has serious implications for lawn care employers.

Fetal tort involves a situation whereby employers exclude fertile women from jobs which may entail exposure to toxic substances. The question, from a labor relations standpoint, is: to what extent is such an exclusion, in the interests of protecting the woman and the unborn fetus, illegal sex-based discrimination?

Because the case law in this area is relatively recent, fixed principles simply don't yet exist. However, an analysis of the cases provides certain guidelines which may minimize a female employee's exposure to toxic substances while also complying with anti-discrimination statutes.

In the case of *Zuniga vs. Kleberg County Hospital*, the plaintiff was a female X-ray technician who was told that she would have to resign or be terminated if she became pregnant. She became pregnant, and was terminated.

In support of its decision, the employer stated its concern over the possible effects of exposing the fetus to X-ray radiation, and fear of a lawsuit against the hospital by a future child or the mother.

Discrimination?

The court, concluding that the employer sexually discriminated against the employee, found that the woman "effectively revealed the alleged business necessity of the employer to be a mere pretext for discrimination by showing the the hospital failed to utilize an available, alternative, less discriminatory means of achieving its business purpose." (The hospital could have granted a leave of absence, as it had frequently done for other employees.)

Another hospital case, *Hayes vs. Shelby Memorial Hospital*, involved another female radiological technician who was terminated when she became pregnant. The employer defended its action based on the business necessity of attempting to avoid a potential lawsuit which the employee's child might later bring. The court also rejected this, summarily stating, "the Constitution and laws of the United States recognize higher values than mere avoidance of speculative liability."

What approach, then, would be most effective for lawn care employers?

Initially, the overriding concern should be on the safety and health issues, if he has to make a choice between that and a potential sex discrimination claim. Issues involving pesticides are far more serious in the view of the public and would generally pose a greater threat to continued existence than a sex discrimination dispute.

In effort to blend the various responsibilities into one cohesive policy, the lawn care employer should consider the following:

1) Explain in detail to a newly-hired employee the substances she will regularly handle, and their potential effects on her health.

2) Emphasize compliance with safety guidelines, including use of respirators, clothes changes, etc.

3) Tell the individual that a controversy exists over the alleged harmful effects of working with pesticides, and suggest that if

she has any such reservations not to accept the job.

4) Consider requiring pre-employment physicals, certainly in the case of employees who are known to have a history of respiratory-related diseases.

5) In the event any employee at any time appears to be ill at work, immediately get that person out of the workplace and to a doctor to promptly diagnose the illness—before people become panicked and attempt to blame working with pesticides for their health problems. ■

Richard I. Lehr



Richard I. Lehr is an associate member of the Sirote, Permutt, Friend, Friedman, Held & Apolinsky law firm in Birmingham, Ala. He is a regular contributor to *LAWN CARE INDUSTRY*, and is also one of the most popular speakers at the Professional Lawn Care Association of America's annual convention and trade show.

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Round up was also used for trimming and edging around new plantings, as well as follow-up maintenance.



Monsanto

Mowing/maintenance

Franchising a workable idea?

The neighborhood kid making pocket money with his dad's Sears mower doesn't have to worry about being pushed off the block soon.

Although some lawn care firms are considering expanding their operations by franchising complete service lines, most owners are pessimistic about the future of franchised mowing/maintenance services.

"I just don't believe that type of service will work," says Greg Boykin, president of Boyco Landscape Maintenance, Wilson, N.C. "The customer wants more, and you can't give it to him."

Boykin offered basic mowing/maintenance services to residential customers a few years ago. But he found that simple mowing and trimming didn't meet customers' needs.

Greg Boykin



Professional maintenance includes weed-pulling, fertilization and disease treatment, the North Carolinian notes. By selling only cutting and trimming services, "I wasn't offering customers anything the guy next door didn't."

Boykin says he's planning to open franchises in Richmond and Charlotte within two years, but

those operations will provide fertilization and disease treatment services in addition to clipping and trimming.

Dan DiLiberto of Dankin Landscaping, Cleveland, Ohio, is looking toward franchising his maintenance, snow removal and

Dan DiLiberto



landscaping services as a package within the next year. But he doesn't hold much hope for the potential of mowing/maintenance services standing alone.

"You have to set up a program (for the franchisee) where a guy has income 12 months a year," DiLiberto says. "Otherwise, I just don't think a guy could survive."

Joe Motz, president of the 1,100-member Professional Grounds Management Society, says he hasn't heard of anyone venturing into mowing/maintenance franchising, which requires large investments from both the franchisor and franchisee to open a professional office and hire qualified workers. But Motz notes that in his home town of Baltimore (as well as in many other areas of the country) high unemployment levels are pushing laid-off steel and auto workers into entrepreneurial fields.

"How are you going to compete

with someone with a couple of pickup trucks and mowers? Personally, I think the competition is just too cutthroat," he comments.

The profit margin of mowing/maintenance work is also too low to provide the overhead needed to maintain a degree of professional-

ism and still offer competitive prices, Motz continues. "People who are primarily lawn cutters are just not that sound financially."

DiLiberto considers professionalism the key to success. All Dankin employees wear uniforms, and company vehicles and machines are serviced regularly—not only to keep the equipment in good working order, but also to make sure that customers see clean and shiny work crews on the job.

DiLiberto estimates that a businessman considering the purchase of a full service franchise would need between \$75,000 and \$100,000; Boykin says his prospective franchisees need at least \$100,000 "to do it right."

John Kenney, president of Turf Doctor Inc., Framingham, Mass., believes that a mowing/maintenance franchise would have to have a gimmick.

"I think it could be possible if someone comes up with a new mower (that would reduce costs significantly)," he says, "but mowing is so doggone labor intensive, I can't see how people would be able to pay a franchise fee."

"My general gut reaction is not many people would try it," comments Jim Brooks, executive director of the Professional Lawn Care Association of America. "The opportunity is in chemical lawn care, and mowing/maintenance would be a tough row to hoe."

Franchising facts

Why buy a franchise?

- Franchising is one way to overcome the two most common causes of new business failure, undercapitalization and inexperience
- Product and/or service has an established reputation
- Parent company will provide training in business and market needs
- Investment and other costs are known from experience, thus reducing the likelihood of hidden costs
- Franchisor has experience in property/market selection
- Parent company may offer services not available to independent operations (e.g. tailored computer systems)
- In one sense, buying your own job rather than depending on overall company performance

Why sell franchises?

- Franchisees have more incentive to work hard and long than salaried branch employees
- Quicker expansion at lower cost available by using other people's capital
- Local owners can respond to competition in their market more quickly
- Profit margin is typically higher because less is invested by opening a franchise than by opening a branch office

Contracts: what to look for

- The franchise fee, and what it pays for
- Whether there are continuing royalties
- The TOTAL cash investment required
- Whether the franchise fee includes equipment and fixtures
- If there are other continuing fees (such as promotion), and whether you have a say before they are increased
- Whether you are required to sell any new product/service from the parent company
- Any restrictions placed in you of you want to sell the franchise
- If you can determine franchise location
- Any restrictions concerning sales territory
- Whether expansion of products/services beyond those of the parent company is possible

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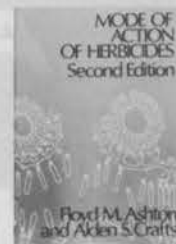
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Expert says 'yes'

Is 'profitlessness' for real?

The lawn care industry is suffering from a disease, according to Warren Purdy of the Warren Purdy Company, Houston, Texas.

"Profitlessness is making money, but not making a profit," Purdy told participants in the Bergen Landscape '83 program during a recent visit to Montvale, N.J. "All we are really getting out of a company is wages."

"But if we learn to run things right, there's no reason we can't enjoy some of the benefits of owning our own businesses."

Purdy described the symptoms of "profitlessness":

- "Most of us really don't understand the free enterprise system," Purdy said. "Unfortunately, many of us play Russian Roulette with all the chambers loaded."

- There is a standard feeling among landscapers and lawn care professionals that their accountant is a god; that he's always right. "In reality," Purdy commented, "he knows nothing about green industry accounting, and he's the one who's running the business."

- Many people in the green industry, Purdy continued, fail to plan for profits. The most usual reason for this is that they are too technically oriented, too concerned about the plants or lawns to worry about whether or not the solution will make them money.

- The final symptom of profitlessness is nepotism, Purdy also said. "In itself, nepotism is not

bad. But in many cases, it just doesn't work."

More effective planning for profit can be obtained by making monthly profit-and-loss statements, by setting direct operating expenses at not more than 65 percent of the sale price, by fixing gross profit at less than 35 percent of the sales price and by making the net profit not less than 10 percent, Purdy said.

According to the popular business consultant, many business owners also fail to delegate au-

thority to various managers and insist on running the day-to-day operation of their business.

Purdy further noted that there are just three biddable items on each job: labor, equipment and materials. When he discussed estimating bids, he noted that a survey of the landscape industry found that labor expenses account for about 26½ percent and that equipment operation and maintenance accounts for about 1.67 percent.

Purdy's most important point

Warren Purdy



was that contractors should not be hesitant to increase prices.

"It's amazing what the public will pay for your services, 'if you ask for it,' he said. 'Remember that your competition doesn't set your prices — you do. And then hold firm on your pricing; if you can't get the profit margin you want, don't take the job. It'd be suicide.'"

USDA

Beltsville draws 100

Nearly 100 lawn care professionals and golf course superintendents observed 25 turf experiments in drought conditions at the USDA's Agriculture Research Center in Beltsville Md. this summer.

Research Agronomist Jack Murray hosted the daylong tour. He discussed his agency's latest efforts to contribute to the industry's knowledge of disease resistance, new seed blends and appropriate mowing and fertilization techniques.

Some experiments displayed during the tour included: effects of thatch control and mowing height treatments on zoysia grasses, evaluations of composted sludge fertilizers, effects of fertilizer rates on diseases of perennial ryegrass, tests on Kentucky bluegrass, bermudagrass and perennial ryegrass selections and varieties.

As the Maryland-Virginia region had not received significant rainfall for a month before the 1983 Turfgrass Research Day, most of the plots were in a dormant state when observed by the attendees. [C]

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Robinson on his own

Mike Robinson, formerly of Pickseed West, Tangent, Ore., has formed a new seed research company.

Robinson, president of Seed Research, Inc., says that the Albany (Ore.)-based company will be involved with the development, production and marketing of top-quality, low maintenance turfgrasses. Seed Research, according to

Robinson, will also evaluate germplasm from leading U.S. and foreign breeders.

New products will be distributed through regional seed companies specializing in turfseed sales.

Robinson has been associated with the seed business for more than 10 years.

He is the current vice-president of the Oregon Seed Trade Association.



Mike Robinson

Edwin D. McGuire is president of The Lawn Co., Inc., South Yarmouth, Mass., which offers both liquid and granular chemical lawn care services.

P. Michael Lockatell is owner of The Yardbirds, Montvale, N.J., which offers both liquid and chemical lawn care and mowing/maintenance services.

William R. Heard who had assumed the presidency of the Horticultural Research Institute after the death last December of HRI President John W. Flemer, was officially elected to that post by the Board of Trustees. to page 24

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Ronald E. Neitzel has been appointed vice-president of sales and marketing for Hypro Division, Lear Siegler. The new v-p, who has a bachelor's degree in engineering and a master's degree in business, has been associated with Bendix and Giddings and Lewis in the past.

J&L Adikes has promoted three of its employees: **Robert W. Cummings** to vice-president in charge of operations; **Robert J. Gioscia** to vice-president in charge of sales and **Walter S. Parker** to treasurer.

ZTR Distributing Co., a division of Dixon Industries, has a new territory manager: **Harvey B. Breland**, who is responsible for developing and servicing dealer-



Neitzel

Breland

ships in the Carolinas. Breland holds a bachelor's degree from the University of South Carolina.

Bill France has been named a new regional manager for Hahn, Inc. He is representing Hahn's Agri/Turf products on the West Coast and in the mountain states, as well as the bordering Canadian provinces.

Before joining Hahn, France was district sales manager for the Cushman-Ryan Industrial and Turf Equipment Division.

Gary Bailey has been named manager of RIS Irrigation System's newly-established Turf Division, which is aimed at the turf and landscape irrigation markets. The new division will place emphasis on micro irrigation and drip irrigation products.

Bruce C. Abbott, a second-year graduate student in landscape architecture at Cal Poly-Pomona, is the winner of a \$500 scholarship jointly awarded by the American Society of Landscape Architects and Toro Irrigation. The award is designed to promote student excellence in landscape architecture. [C]

LAWN FUNNIES



Don't let his happy-go-lucky exterior fool you. On the inside, he's a holy terror when he starts spreading the insecticide around!

Popular town

2 groups pick Cincy

Cincinnati, Ohio will play host to two turf-oriented conventions this fall.

The Professional Grounds Management Society has picked the Queen City for its 71st annual conference and trade show Oct. 15-19.

Educational sessions, a trade show and horticultural tours are scheduled, along with speakers like Drs. Bill Daniel, Roger Funk, Robert Miller, and Mike Dirr.

Tours of Eden Park/Krohn Conservatory, Spring Grove Cemetery, King's Island and the Cincinnati Zoo will be held. The dates include a president's reception and a banquet, at which PGMS maintenance awards will be distributed.

For more information, contact Allan Shulder, PGMS, 7 Church Lane, Suite 13, Pikesville, MD, 21208. Telephone there is (301) 653-2742.

More than 2,000 turf managers are also expected to descend on the Ohio River town for the Ohio Turfgrass Conference and Show Dec. 6-8 at the local Convention and Exposition Center.

In addition to exhibits and speakers, highlight of the conference will be a special series of hands-on workshop sessions beginning Dec. 5.

Workshop session speakers include George Toma of the Kansas City Chiefs, along with Drs. David Nielson, Roger Funk, Harry Niemczyk, Philip Larsen, Robert Miller, John Street and Houston Couch.

Sessions will be held for golf course superintendents, lawn care businessmen and athletic field managers and landscapers.

For more information, contact Dr. Street, Ohio Turfgrass Foundation, 2021 Coffey Rd., Columbus, OH, 43210. Telephone there is (614) 422-2601.

Headquarters hotels are the Marriott for the PGMS show and the Clarion (formerly Stouffer's) for the OTF show. [C]

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MEETING DATES

Virginia Tech Turfgrass Research Field Days, Virginia Tech, Blacksburg, VA, Sept. 27-29. Contact: Dr. John R. Hall III, Agronomy Dept., VPI & SU, Blacksburg, VA, 24061-7294. (703) 961-5797.

Associated Landscape Contractors of America Chief Executive Officer Seminar, Oct. 4-6, Raleigh, N.C. Contact: ALCA, 1750 Old Meadow Road, McLean, VA, 22102. (703) 821-8611.

Professional Grounds Management Society Conference and Trade Show, Marriott Hotel, Cincinnati, OH, Oct. 15-19. Contact: PGMS, 7 Church Lane, Pikesville, MD, 21208. (301) 653-2742.

Western Irrigation Show, International Agri-Center, Tulare, CA, Oct. 18-20. Contact: International Agri-Center, P.O. Box 1475, Tulare, CA, 93275. (209) 688-1751.

Associated Landscape Contractors of America Landscape Supervisors Training Workshop, Oct. 27-28, Detroit, Mich. Contact: ALCA, 1750 Old Meadow Road, McLean, VA, 22102. (703) 821-8611.

New York State Turfgrass Conference and Trade Show, Rochester, NY, Nov. 1-3. Contact: Ann Reilly, 210 Cartwright Blvd., Massapequa Park, NY, 11762. (516) 541-6902.

North Central Turfgrass Exposition, Arlington Park Hilton Hotel, Arlington Heights, IL, Nov. 1-3. Contact: Dr. Thomas W. Fermanian, University of Illinois, 106D Horticulture Field Lab, 1707 S. Orchard St., Urbana, IL, 61801. (217) 333-7847.

Associated Landscape Contractors of America Landscape Contracting Seminar, Nov. 5, Dallas, Tex. Contact: ALCA, 1750 Old Meadow Road, McLean, VA, 22102. (703) 821-8611.

Arizona Landscape Awards Program, Nov. 5, Rio Rico Resort, Tucson, Ariz. Contact: Dick Lambert, ALCA, P.O. Box 27312, Tempe, AZ, 85282. (602) 968-8179.

Professional Lawn Care Association of America Convention and Trade Show, In-

dianapolis Convention Center, Indianapolis, IN, Nov. 8-10. Contact: Jim Brooks, Executive Director, PLCAA, 1225 Johnson Ferry Rd., Suite B-220, P.O. Box 70455, Marietta, GA, 30007-0455. (404) 977-5222.

Associated Landscape Contractors of America Maintenance Conference, Denver, CO, Nov. 13-15. Contact: ALCA, 1750 Old Meadow Rd., McLean, VA, 22101. (703) 821-8611.

Arbor Expo, Philadelphia Civic Center, Nov. 17-19. Contact: Daryl Komar, Conference Management Corp., 17 Washington St., Norwalk, CT, 06854. (203) 852-0500.

Associated Landscape Contractors of America Landscape Supervisors Training Workshop, Nov. 30-Dec. 1, Boston, Mass. Contact: ALCA, 1750 Old Meadow Road, McLean, VA, 22102. (703) 821-8611.

Associated Landscape Contractors of America Landscape Supervisors Training Workshop, Dec. 2-3, Washington, D.C. Contact: ALCA, 1750 Old Meadow Road, McLean, VA, 22102. (703) 821-8611.

Agri-Turf Irrigation Exposition and Con-

ference, Currigan Hall, Denver, CO, Dec. 4-7. Contact: Karen L. Noyes, The Irrigation Association, 13975 Connecticut Ave., Silver Springs, MD, 20906. (301) 871-1200.

Landscape Design Short Courses, Dec. 12-14 (subsequent courses Jan. 11-13, Feb. 22-24, March 21-23, Aug. 1-3, 1984), Fisher Auditorium, Ohio Agricultural Research and Development Center, Wooster, OH. Contact: Fred K. Buscher, Administration Building, OARDC, Wooster, OH, 44691. (216) 263-3831.

Pennsylvania Turfgrass Conference & Trade Show, Dec. 12-15, Hershey Lodge & Convention Center, Hershey, PA. Contact: Christine E. King, Pennsylvania Turfgrass Council, 412 Blanchard St., Bellefonte, PA, 16823. (814) 355-8010.

Professional Turf and Landscape Conference, Jan. 25, 1984, Tappan Zee Towne-House, Nyack, NY. Contact: Dan Antoniecchia, 21 Jackson Ave., Scarsdale, NY, 10583. (914) 723-1677.

National Landscape Industry Show, April 4-6, 1984, Long Beach Convention Center, Long Beach, Calif. Contact: Bob A. Gouley, CLCA, 1419 21st St., Sacramento, CA, 95814. (916) 448-CLCA.

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TOOLS, TIPS, TECHNIQUES

Pesticide hints

Bill Rhymes, executive sales representative for Mallinckrodt's specialty chemicals department, recently wrote an article on getting better results with pesticides. With his permission, we reprint that article's highlights here:

With granular products, the active ingredient is sprayed, or pressure forced on or into, a clay granule which can be easily applied by a tractor or manually-operated spreader. Granulars are convenient and timely for emergency situations, but often more expensive because of production costs.

More than 60 percent of all pesticides come in wettable powder formulations. Wettable powders contain an active ingredient which is blended with a finely ground clay or other

diluent. But because wettable powders tend to settle in their containers, you should turn the drum or bag over several times, and then make a "starter" solution with the recommended amount and warm or tepid water. Do not add a wettable powder directly to a spray tank of cold water.

As the state of the art improves, more chemicals are coming in liquid or flowable formulations. Flowables are generally safer to use than emulsifiables and wettable powders. They are easiest to use, and do not densify on the shelf.

But perhaps the most important part of handling pesticides is making sure to read the label, a very exacting piece of literature. It includes directions for use, care in handling and toxicity level containing signal words "danger," "warning" or "caution." Always read the label.

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A day in the life...

There is no such thing as a typical day in the life of a lawn care technician. However, there are certain experiences any technician can empathize with. Larry Kassell of Kassell Concepts, Salem, Ore., spent a day with Doug Staab of Prograss and came up with this interesting photo story. Top left, Staab inspects a leaf for insect and disease damage. Below, it takes 30 minutes to repair a leak in the spray pump system. Lower left, Staab has to climb a wooden fence to get to one part of a customer's lawn. And, finally, lower right, when day is done, a large dose of chocolate milk is in order. ■



**Photos by
Larry Kassell**



PRODUCTS

Spot sprayer holds 20 gallons of liquid

The Broyhill Company has introduced a 20-gallon/12-volt spot sprayer. The unit, which includes a cigarette lighter plug, is completely self-contained.

It utilizes a 20-gallon poly tank, trigger grip spray gun with adjustable nozzle and 15 feet of hose, a 12-volt electric diaphragm



pump rated at 45 psi and up to 2.8 gpm. The sprayer delivers a straight stream up to 25 feet.

A pressure switch eliminates the pump's operating time to your liquid spraying requirements. It automatically turns the pump on and off, letting the operator focus on spraying and driving needs.

Circle No. 150 on Reader Inquiry Card

Mower deck gets under lowest obstacles

A new 72-inch heavy duty Dual Trim mowing deck for both fine and rough cut conditions is being introduced by Excel Industries for its line of Hustler grounds maintenance tractors.

The Hustler Dual Trim rear-discharging deck has a low-profile design to permit mowing under low-hanging obstacles. It also has three 24-inch high lift blades that



counter-rotate, eliminating the windrowing effect common on other rear-discharging decks.

A direct PTO drive system powers the deck. Cutting height adjustments are from one to five inches, and a hanging chain across the front of the deck permits efficient mowing of tall weeds.

Circle No. 151 on Reader Inquiry Card

Maximum productivity with new reel unit

Toro has introduced its new hydraulic-driven five-unit Reelmaster 350-D, which has had a high degree of success in Europe over the last year.

Maximum productivity is obtained through several design features, including a 50 hp, four-cylinder diesel engine governed



up to 38 mph, hydraulic lift on the two outside reels and mid-mounted engine for low center of gravity.

Five- and seven-bladed reel versions will be available next spring, Toro says.

Circle No. 152 on Reader Inquiry Card

Lawn machine has numerous purposes

Salsco Welding and Fabrication, Inc. has devised a multi-purpose machine to fit the exacting requirements of lawn maintenance professionals.

The Lawn Maker is designed to speed up aerating, seeding and fertilizing, according to Salsco.

Standard features include strong lightweight design (625 pounds), low maintenance, one-year unlimited warranty, articulating steering system and four-wheel drive. The Lawn Maker has

chemical hoppers, two dispensing systems, an aeration system, and a roller attachment. It fertilizes and aerates up to 4,000 feet in just nine minutes.

Circle No. 153 on Reader Inquiry Card

Bluegrass water test results obtained

Increased emphasis on the development of Kentucky bluegrass varieties which require modest amounts of water points to the value of a 1980 test at the University of Nebraska which listed both high and low consumers

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Dec./5-6-7-8, 1983



Contact Dr. John Street
c/o Ohio Turfgrass Foundation
2021 Coffey Road
Columbus, Ohio 43210

Circle No. 121 on Reader Inquiry Card

614-422-2047

COST CUTTINGS

Time to buy copier?

If you make more than 300 copies per month, your small business could probably fare better economically by purchasing its own copier, according to various studies done recently.

New copying machines used to sell for thousands of dollars, but technology has advanced so far as to decrease prices to less than \$1,000. So if you went shopping a few years ago and decided not to buy because of price considerations, it might pay to shop around again now.

Standard performance variables and options from which you may wish to choose are: ability

to print on various paper stocks; auto-feed capacities; collating ability; maximum copy size; sheet-fed or roll-fed; first-copy time; and copies per minute.

When talking to copier salesmen, you might even try dickering for a better price. Though American-made machines are quoted at a price to which salesmen usually must comply, Japanese-made machine salesmen are sometimes at liberties to quote lower-than-list prices.

New technology and lower prices are constantly making used copiers obsolete, so you might also have luck buying a "pre-owned" machine, if your budget is especially tight.

But be careful of unusually low-priced copiers!

among numerous well-known grasses.

Listed as a variety with "very low" requirements was Enoble Kentucky Bluegrass, a product of International Seeds, which used only 4,629 gallons per acre in a 24-hour period. Other grasses tested consumed water at rates up to 7,600 gallons per acre per day.

Circle No. 154 on Reader Inquiry Card

Sprayer designed for granular companies

The new LESCO Sprayer is designed for use by companies involved in granular fertilizer application, but which need a means of applying liquid pest controls, specifically broadleaf weed control.

The LESCO Sprayer is skid-mounted and has a 200-gallon



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Circle No. 126 on Reader Inquiry Card



polyethylene tank with 10½-inch fill well and cover. Side feed or end feed reels are available. A five-hp, four-cylinder direct drive recoil start gas engine serves as the power source. The sprayer has a twin-piston, 10 gpm pump and an in-line strainer with 40 mesh screen. The tank has triple jet agitation.

The spray wand can provide the one-gallon-per-minute rate ideal for broadleaf weed control. Options available are the Chem-Lawn gun, high pressure hose, boom assembly and low-speed trailer axle.

Circle No. 155 on Reader Inquiry Card

Flail mower will smooth out turf

A flail mower designed to put a smooth finish on rough turf has been introduced by the Jacobsen Division of Textron Inc.

The unit attaches to Jacobsen's recently introduced Turfcut II DW 220 riding mower, as do a variety of rotary cutter decks and other implements.

Designed as a "vertical rotary mower," the 60-inch flail cuts by revolving a double spiral of tabs fixed to a cylindrical rotor.

Jacobsen reports that the new mower's capacity is 2.8 acres of rough turf per hour.

Using brake assist, the Turfcut II with flail mower can achieve a zero uncut circle. Height of cut can be adjusted for ¼-inch to 3¼ inches, in ½-inch increments, without the use of tools.

Circle No. 156 on Reader Inquiry Card

Powerful herbicide is for bare ground

Nobrush, manufactured by Randustrial Corp., is a dry granular chemical, the most recent development in weed control. It effectively controls annual and

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perennial weeds and grasses such as foxtail, ryegrass, wild oats, crabgrass, cheatgrass, ragweed, goldenrod, plantain, dandelion and others.

Nobrush is to be used wherever bare ground is desired. The degree of weed control and duration of effect will vary with the amount of chemical applied, soil type, rainfall and other conditions. Generally, though, one application sterilizes the ground for one growing season.

Circle No. 157 on Reader Inquiry Card

Catalog contains list of lawn care services

Green Pro Cooperative Services announces its all-new 1983 fall catalog, containing the latest offerings in quality lawn and tree & shrub care products.

Also included in the catalog are spray equipment, soil testing, garden tips, business-building services and seminars & workshops.

Free copies are available from Green Pro.

Circle No. 158 on Reader Inquiry Card

Powerful lawn vac economically priced

Priced hundreds of dollars less than larger machines, the new Air-Vac from MTD Products Inc.



quickly clears leaves and debris from lawn or pavement.

Options include a conversion kit which turns the vacuum into a blower and a vacuum hose kit that makes it easy to clean out gutters, between shrubs and into other hard-to-reach places. The Air-Vac also comes with a four-bushel capacity bag.

Circle No. 159 on Reader Inquiry Card

Ceramic plays large role in nozzle life

Spraying Systems Co. announces new ceramic discs and cores for extended spray nozzle life. The high alumina ceramic material provides longer service life because of its non-corrosive and abrasion-resistant properties.

The ceramic discs and cores are

specifically designed for spraying abrasive pesticides. They also allow insecticide and fungicide spraying at higher pressures.

The discs and cores come in standard sizes to accommodate most sprayers, and fit standard Spraying Systems TeeJet nozzle bodies. A wide choice is available.

Circle No. 160 on Reader Inquiry Card

Sod cutter designed to be self-propelled

A new, self-propelled sod cutter is now available from Turfco Manufacturing.

The Model A Turf Cutter is powered by a three hp industrial/commercial engine and cuts 12-



inch wide and 3/4-inch thick sod at speeds up to 75 fpm. A five hp engine and a blade for 1 1/4-inch thick cuts are options.

The unit weighs just 140 pounds, and is controlled by a simple single clutch-lever.

Circle No. 161 on Reader Inquiry Card

Portable pH meter handy for tests

NL Baroid recently introduced a digital field pH meter which may be adapted to many aspects of environmental testing.

The meter can be used to test the pH of water or soil in field locations where the use of a laboratory meter or transportation of samples to the laboratory is not feasible. Results obtained with the meter are usually more accurate than those obtained by colorimetric methods conventionally used in the field, according to NL Baroid.



The NL Baroid Digital pH Meter features accuracy to ± 0.02 pH unit and repeatability within ± 0.01 unit.

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Candy Industry	3,800	LP/Gas	15,098
Candy Marketer Quarterly	10,224	Neurology	12,917
Dairy Field	23,694	Paperboard Packaging	12,594
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Dental Management	102,105	Pest Control	14,722
Drug & Cosmetic Industry	10,618	Professional Remodeling	38,768
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Hearing Instruments	17,708	Toys Hobbies & Crafts	13,697
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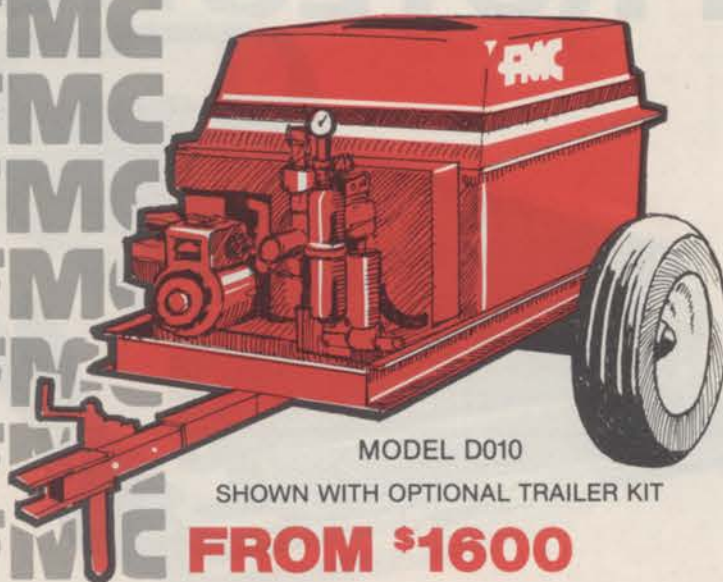
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This index is furnished for the readers' convenience. However, the publisher can not guarantee its accuracy due to circumstances beyond our control.

PLCAA schedule of events

from page 1
will close out Tuesday's events as attorney Richard Lehr, a popular LAWN CARE INDUSTRY columnist, and Allan Chappelle review single branch operations and multiple branch operations at 6 p.m. Wednesday, Nov. 9 starts with a new member breakfast and orientation at 8 a.m. in the convention center, where PLCAA's newest sons and daughters can meet association directors and find out what the group can do for their business.

Drs. Joe Vargas of Purdue University, Charles Darrah of Chem-Lawn and Jack Hall of VPI & SU will discuss new agronomic issues in the industry at 9 a.m., while John Latting of Professional Turf Specialties will review new equipment ideas with three other speakers later that morning.

Workshops

Workshops on customers, complaints and cancellations will fill out Wednesday afternoon's schedule, with representatives from Mobay Chemical and other speakers handling that topic. Afterward, a "Thank You" reception for exhibitors will be held from 5:30 to 6:30 p.m.

The negative option controversy will be addressed Thursday, Nov. 10, as Lawnmark's J. Martin Erbaugh (immediate past PLCAA president) and L.D. Anderson review the issue. Anderson's Fertilawn Inc. of Minneapolis lost nearly 60 cases of non-payment on negative option services when he took delinquent customers to court last fall.

The final speaker at the 1983 conference will be Tom Jadin, a stress management expert, who will discuss how lawn care businessmen can "Stay Lit Without Getting Torched."

For more information, contact PLCAA headquarters at P.O. Box 70455, Marietta, GA. 30067. Phone there is (404) 977-5222. [C]

EXHIBITORS

from page 1

Northrup King Co.
Ohio Oil Equipment Co.
Olathe Manufacturing Inc.
O.M. Scott & Sons
Oregon Fine Fescue Commission
PBI-Gordon Corp.
PERFCO (Div. of Perf-A-Lawn Corp.)
Perma-Green Supreme Inc.
Plantco Inc.
Practical Solutions
Professional Turf Specialties
Pumping Systems Inc.
Rain Bird Sales
Rhône-Poulenc
Rockland Chemical
SDS Biotech Corp.
Sierra Industries
Smithco
Stauffer Chemical
Terracare Products
The Andersons
The Grasshopper Co.
TUCO, Div. of The Upjohn Co.
Turf Seed
Tyler Enterprises
USS Agri-Chemicals
Union Carbide Agricultural Prod.
Velotta Uniform Sales
Vogel Seed & Fertilizer
W.A. Cleary Chemical Corp.

PLCAA convention and trade show Nov. 8-10 Indianapolis, Indiana

Franchising could work

from page 20

But Lynn Spencer, former owner of a landscape business in Houston and now a representative of Acorn Business Brokers, a franchise-promotion firm, says he thinks the idea could work.

"Someone who has a strong scheduling system, and a business system for cash flow, recruiting, and that sort of thing could do it successfully," Spencer comments.

Spencer believes that a businessman who can set up a reliable routing system could make headway in the residential market, where equipment costs are lower than in the industrial sector. People who moonlight as lawn cutters

can do the job fairly inexpensively—but they're fairly undependable, too, he adds.

Ross Flood of Tierra Vista, Tulsa, Okla., says he hasn't even considered mowing/maintenance franchising, and—for that matter—does not believe in the franchising concept for any branch of the industry.

"You can have a good name in one town and the principal franchisee in another town can ruin your name," he says. Flood prefers to handle expansion by opening branch offices, so he can exercise direct supervision over branch managers to ensure continued quality service. [C]



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8-4-24 30% Org. Sulfate-Muriate

13-25-12 Muriate-Minors
20-20-20 Soluble
33-0-16 Soluble
Greenskeeper 20-8-8 50% Org. Muriate
20-4-10 40% Org. Muriate

16-8-8 Minors
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